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Esports Growth in India: A Case Study of Market Drivers, Participation Patterns and Regulatory Change

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ABSTRACT

India's gaming community is one of the largest in the world, and competitive gaming (esports) is emerging from the fringes to be recognized as a sport and an industry to invest in. This case study examines the development of esports in India, combining a review of secondary market and policy evidence, and a quantitative examination of participation patterns. The Indian esports market is estimated to be in the range of USD 0.17 to 0.25 billion by 2025 and is expected to grow at an average rate of 18 to 23 per cent through the early 2030s, according to the industry estimates. We used an illustrative simulated survey dataset ($n = 300$) to illustrate a reproducible analytical workflow and tested five hypotheses, which were tested in MS-Excel using a chi-square test of independence, one-way analysis of variance (ANOVA) and multiple linear regression. Career interest in esports was associated with region, $\chi^2(3) = 15.92$, $p = .001$, Cramér's $V = 0.23$, and following esports was associated with gender, $\chi^2(1) = 8.45$, $p = .004$. Mean engagement differed by region, $F(3, 296) = 5.57$, $p < .001$, and by primary platform, $F(2, 297) = 16.74$, $p < .001$. Age, weekly gaming time, internet speed, and monthly gaming costs account for 55.5% of the variance in engagement, $F(4, 295) = 91.95$, $p < .001$, with gaming hours and internet speed being the most important predictors of engagement. We explore the implications of this for tournament operators, brands, institutions and policy makers, especially after the promulgation of the Promotion and Regulation of Online Gaming Act, 2025, which legalised esports and banned online money games.

The results indicated that the regulation of online gaming in India is still fairly young and needs to be developed further. The findings showed that the regulation of online gaming in India is still in its infancy and requires further development.

1. Introduction

1.1 Background

Organised competitive video games played by both amateurs and professionals in front of live and online audiences has become a global entertainment industry (Hamari & Sjöblom, 2017; Taylor, 2012). India is a particularly intriguing country. Industry estimates are that it has approximately 591 million gamers in the country in 2024, which is about 18 per cent of the total gaming population around the world, and of those, about 532 million play on a mobile device (Gaming Pro Max, 2026). According to a different report, the gaming funnel will reach 555 million in 2025 (Ken Research, 2026). The numbers are both commercial, and have been defined differently, so shouldn't be interpreted as precise counts, rather as orders of magnitude.

There were three things that made the Indian experience different. It's been a mobile-first growth, with affordable smartphones and cheap data and digital payments taking a big audience to competitive titles that have no console era that's shaped Western markets the way the western console industry has shaped the eastern console industry (Mordor Intelligence, 2026). Those titles have spawned a domestic tournament scene consisting of organisers, pro teams, streamers and college leagues. The next change in the legal landscape was in 2025, when the Promotion and Regulation of Online Gaming Act was passed by Parliament, which legalises esports as a sport and banned online money games (Government of India, 2025; PIB, 2026).

1.2 Problem statement

According to market reports, Indian esports is huge and growing rapidly. They provide little information concerning who participates, the degree of involvement, and what accompanies the involvement. If they lack this level of detail, organisers or policy makers may be tempted to extrapolate from national results. This paper thus investigates if participation can be meaningfully differentiated by region, gender, and platform and if there are measurable factors that predict participation.

1.3 Objectives

To provide secondary source information on the size, drivers and structure of the Indian esports market.

Chi-square tests to determine if career interest in esports is related to region and if following esports is related to gender.

3. To see if there was a difference between the mean esports engagement between countries and between primary gaming platforms (one-way ANOVA).

4. To predict engagement with the game based on age, weekly gaming hours, internet speed and monthly gaming expenses (multiple linear regression).

To infer implications to industry, institutions and regulators.

1.4 Significance and scope

The study has a clear and reproducible workflow. All statistics reported here are based on formulas in one Excel workbook which can be replaced by other researchers to reproduce or extend analysis of the same study based on their own data. The scope is limited to players of age 18 to 30 and four categories of broad regions – North, South, East and West. Individual games, teams and firms are NOT assessed.

2. Literature Review and Hypotheses

2.1 Defining esports

In the initial research, it was suggested that esports should be considered as an object of scientific study as an organised competition facilitated by information and communication technology (ICT) (Wagner, 2006). It is still a question whether esports can be considered as sports. This article by Jenny et al. (2017) features a theoretical investigation of the nature of esports using a set of common criteria: skill, competition, institutionalisation and physical exertion, and proposes that esports can be seen as a sport, when defined by institutional and skilful competitive structure. India's act of 2025 takes a similar institutional and skill-centric approach; recognition of the sport is only possible through registration and on recognition under the National Sports Governance Act, 2025, and the Ministry of Youth Affairs and Sports is the competent authority (Lexology, 2025; PIB, 2026).

What is Esports? Understanding Esports as an Audience & Marketing phenomenon.

Spectatorship studies reveal that entertainment, skill acquisition, community and escapism are contributors to explaining the reason why people watch esports (Hamari & Sjöblom, 2017). Seo (2013) locates esports in the context of experience economy, in which brands are able to invade young consumers through participatory and immersive experiences. This is the Indian revenue scenario: According to market reports, sponsorship and advertising are believed to contribute the most to esports revenue, but the publisher side also has a split on the contribution level (Coherent Market Insights, 2026; The Report cube, n.d.).

2.3 Determinants of engagement

It's fair to assume that heavy participation in competitive gaming will rely on access, time and resources. It's fair to assume that engagement in competitive gaming will be related to access, time and resources. A faster, more reliable Internet can help lower in-game latency and create more consistent and predictable online play and streaming, more weekly play can help familiarize players with the game and further cement community connections, and betting on in-game items or equipment can be an indicator of commitment. Age may be a factor due to the change of free time and career interests as age progresses. Regional differences may be due to infrastructure, concentration of organisers and colleges and cultural factors. There, there is no consensus; the industry commentary highlights the strong activity in South India, driven by Karnataka and Telangana, while another market report emphasizes the importance of North India, where organisers and sponsors are concentrated (Gaming Pro Max, 2026; IMARC Group, 2026). That difference alone is another good indication to do a regional difference test.

2.4 Research gap

There is little esports material available to practitioners that is not of commercial market sizing nature, while replicable analyses of participation that are peer-reviewed are more difficult to come across. This study attempts to bridge that gap by proposing testable hypotheses and employing the usual inferential methods in a process which practitioners can review.

2.5 Hypotheses

H1: Esports career interest is related to region.

H2: There is a correlation between gender and esports following. H2: There is a correlation between the following of esports and gender.

H3: There is a region-by-region variation in mean engagement.

If you can, you should test the H4: Mean engagement differs across primary gaming platforms (mobile, pc, console).

H5: Engagement is jointly predicted by age, weekly gaming hours and internet speed and monthly gaming spend.

3. Indian Esports Ecosystem: Case Context

3.1 Market size and growth

The Indian esports market is estimated to be worth \$56.5 million, though there are some discrepancies among publishers with their revenue definitions (Table 1). IMARC Group is estimating the market to reach USD 1,092.1 million by 2034, increasing at a compound annual growth rate (CAGR) of 18.38 per cent between 2026 and 2034, with a value of USD 239.1 million in 2025. According to the expert market research, USD 248.0 million is expected in 2025 and increase at the rate of approximately 18.8 per cent. According to Coherent Market Insights, the market will reach USD 765.3 million by 2033, while the market growth is projected at 18.0 per cent by the same year as per the The Report Cube. The levels vary widely, but all publishers demand more than 10% increase. The IMARC base and CAGR in the workbook results in the figure of 2034 in 2034, within rounding (Figure 1).

Table 1. *Published estimates of the India esports market*

Publisher	Base year value	Forecast	Stated CAGR
IMARC Group (2026)	USD 239.1 m (2025)	USD 1,092.1 m (2034)	18.38%
Expert Market Research (2026)	USD 248.0 m (2025)	Not compared here	18.8%
Coherent Market Insights (2026)	USD 240.3 m (2026)	USD 765.3 m (2033)	18.0%
The Report Cube (n.d.)	USD 170 m (2025)	USD 1,130 m (2034)	23.4%

Source: publisher summaries listed in the References; compiled in the Market_Data sheet. Estimates are not directly comparable.

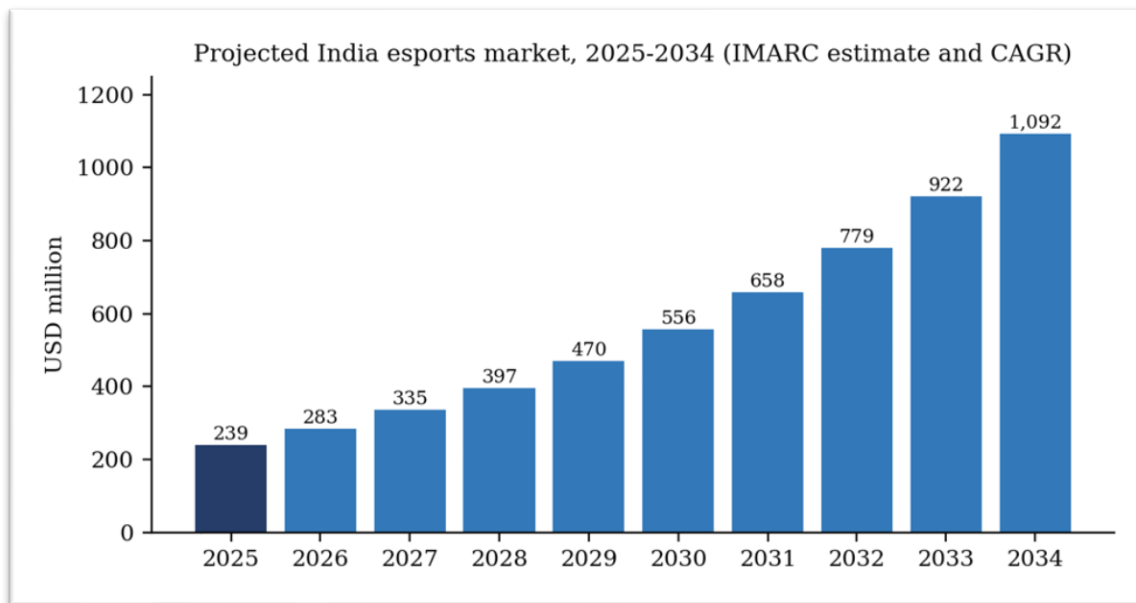


Figure 1. *Projected India esports market, 2025 to 2034, using the IMARC base value and CAGR*

3.2 Demand-side drivers

- Mobile-first access. Reportedly, 90 per cent of the gaming market in India is on mobile phones compared to 32 per cent in the United States and 45 per cent in China (Drishti IAS, 2025). In 2024, India was also second in the world for smartphone usage (Gaming Pro Max, 2026).
- Payments and connectivity. In-app payments are simple with 5G rollout and UPI transactions, with a figure of 21.7 billion UPI payments being made in January 2026 quoted (Mordor Intelligence, 2026).
- A young audience. Some 41 per cent of gaming expenditure was also made by gamers between the ages of 15-24 in 2025 (Mordor Intelligence, 2026), while over half of the gamer base is under 30 (Gaming Pro Max, 2026).
- Career visibility. Esports has become a visible career path, with prize pools, sponsorships, and streaming revenue (IMARC Group 2026).

3.3 Supply-side structure

Domestic tournament operators and teams like Nodwin Gaming, S8UL Esports, GodLike Esports and Global Esports (The Report Cube, n.d.) as well as international publishers and streamers are also part of the domestic ecosystem. More campus leagues organised by Universities and Media Groups. More media groups and Universities organising Campus Leagues, called SKOAR! The College Cup, organized by Times Network and Digit, was touted as India's biggest college esports tournament (IMARC Group, 2026). The decisions made by the publisher are significant. The esports roadmap of Battlegrounds Mobile India and Call of Duty Mobile are both believed to be a catalyst to the battle-royale and first-person shooter segment in the near future (Mordor Intelligence, 2026).

3.4 Regulatory change

On 22 August 2025, the Promotion and Regulation of Online Gaming Act, 2025 was assented to by the president. It bans the offer, advertisement and facilitation of financial transactions of online money games, imposes penalties of up to three years imprisonment on facilitation and financial transactions for online money games, grants formal recognition of esports and allows online social games (Lexology, 2026; Drishti IAS, 2025). There is a shared responsibility among the ministries where the Ministry of Youth Affairs and Sports has the responsibility to recognize and promote esports, the Ministry of Information and Broadcasting for social games online and the Ministry of Electronics and Information Technology is the nodal ministry for the overall regulation of esports. The implementing Rules are expected to enter into force 1 May 2026 (PIB, 2026). Some mainstream tournaments may not be accessible if the esports is restricted to competition based on their skills, and if the National Sports Governance Act mandates that esports be registered for recognition, the e-doping issue remains to be addressed (Ahlawat & Associates, 2025). The Act clarifies the legal landscape for the industry, distinguishes esports from real-money gaming and introduces compliance requirements.

3.5 Challenges

Issues cited are the undue reliance on sponsors' budgets, regulatory fragmentation and tax uncertainty, infrastructure disparities outside major cities, and the possibility that a popular battle-royale title might suddenly exit the Indian market, after it did in 2022. Another pending topic is player welfare, which encompasses screen time, e-doping and contract requirements.

4. Research Methodology

4.1 Research design

The study is conducted using descriptive, cross sectional and quantitative design with case-study framework. Context is provided by the secondary evidence in Section 3 and the data from the survey are used to test the hypotheses in Section 5. The survey data is illustrative and simulated (Section 4.2) and is not from real respondents therefore there is no data collection period, sampling frame or response rate available.

4.2 Sample and data

There were 300 respondents aged 18-30 years from four regions (North, South, East, West) in the analysis data. For this draft the data were simulated with a fixed random seed and are provided in the Survey_Data sheet purely to demonstrate the analysis. The sampling method (e.g. stratified quota sampling by region and platform) and the response rate should be mentioned and the extent to which results are generalizable should be explicitly stated. Participation needs to be voluntary, anonymous, have informed consent and, if required by the institution, ethics approval.

4.3 Variables

Table 2. Variables and measurement

Variable	Type	Measurement / coding
Gender	Categorical	Male, Female
Region	Categorical	North, South, East, West
Primary platform	Categorical	Mobile, PC, Console
Follows esports	Binary	Yes / No
Career interest in esports	Binary	Yes / No

Variable	Type	Measurement / coding
Age	Continuous	Years (18 to 30)
Weekly gaming hours	Continuous	Self-reported hours per week
Internet speed	Continuous	Mbps at primary location of play
Monthly gaming spend	Continuous	INR per month
Engagement score	Continuous (dependent)	Composite index, 0 to 100

4.4 Analytical procedures

X² test of independence. The statistic is $\chi^2 = \sum (O - E)^2 / E$; and has $(r - 1)(c - 1)$ degrees of freedom for a contingency table with observed counts O and expected counts $E = (\text{row total} \times \text{column total}) / N$. p -value is calculated using CHIDIST, critical value is calculated using CHIINV. The assumption that the expected counts are 5 or greater is checked and when computing the effect size, it is reported as Cramér's $V = \sqrt{[\chi^2 / (N \times \min(r - 1, c - 1))]}$.

One-way ANOVA. The between-group and within-group sums of squares (SS) are computed to obtain the total variation in engagement. The total variation in engagement is broken down into between-group and within-group sums of squares (SS). $F = MS_{\text{between}} / MS_{\text{within}}$ with $(k - 1, N - k)$ degrees of freedom, FDIST returns the p -value. Effect size = $\eta^2 = SS_{\text{between}} / SS_{\text{total}}$. The test for homogeneity of variance is the ratio of the largest to the smallest group variance, while the post-hoc means differences are compared to a Bonferroni adjusted mean difference of $t(\alpha/m, df_{\text{within}}) \times \sqrt{[MS_{\text{within}} (1/n_i + 1/n_j)]}$, where m is the number of pairs.

Multiple linear regression. The regression of engagement on age is ordinary least squares (LINEST): $\text{Engagement} = \beta_0 + \beta_1 \text{Age} + \beta_2 \text{Hours} + \beta_3 \text{Mbps} + \beta_4 \text{Spend} + \epsilon$. The regression of engagement on age is ordinary least squares (LINEST): $\text{Engagement} = \beta_0 + \beta_1 \text{Age} + \beta_2 \text{Hours} + \beta_3 \text{Mbps} + \beta_4 \text{Spend} + \epsilon$. Coefficient t -tests are performed with $n - k - 1$ degrees of freedom and the overall model is tested with F . Standardised betas are calculated as $B \times SD(x) / SD(y)$ and a correlation matrix is examined for multicollinearity.

All tests use $\alpha = 0.05$. Due to the testing of 5 hypotheses, a Bonferroni correction is also applied, such that results are compared with a significance level of 0.01. The calculation performed in Microsoft Excel and compared with a standalone implementation in Python (SciPy) and both showed the same precision to the results reported.

5. Data Analysis and Results.

5.1 Descriptive statistics

Of the 300 respondents, 212 (70.7%) were male and 88 (29.3%) female. By region, 27.0% were from the North, 29.7% from the South, 14.3% from the East and 29.0% from the West. The main platform for 58.7% of respondents was mobile, 29.0% was PC and 12.3% was console. In total, 63.7% followed esports and 40.0% were interested in pursuing a career in esports. Table 3. *Descriptive statistics for continuous variables (n = 300)*

Variable	Mean	SD	Median	Min	Max
Age (years)	21.64	2.89	21.00	18.0	30.0
Weekly gaming hours	14.42	6.04	14.50	2.0	34.0
Internet speed (Mbps)	70.72	38.22	65.00	10.0	278.0
Monthly gaming spend (INR)	493.63	304.08	485.00	0.0	1280.0
Engagement score (0-100)	56.70	15.18	56.50	0.0	95.3

Source: Descriptives sheet of the accompanying workbook (illustrative dataset).

5.2 Chi-square tests of independence

H2: Region and career interest. Career interest was highest in the South (51 of 89, 57.3%) and lower in the North (33.3%), West (33.3%) and East (30.2%). The association was statistically significant, $\chi^2(3, N = 300) = 15.92$, $p = .001$, well above the critical value of 7.81. The lowest number of expected events was 17.2, which is acceptable. Cramér's $V = 0.23$ indicates a small-to-medium effect (Cohen, 1988). H1 is supported.

Table 4. Career interest in esports by region

Region	Yes, n (%)	No, n (%)	Total
North	27 (33.3%)	54 (66.7%)	81
South	51 (57.3%)	38 (42.7%)	89
East	13 (30.2%)	30 (69.8%)	43
West	29 (33.3%)	58 (66.7%)	87
Total	120 (40.0%)	180 (60.0%)	300

$\chi^2(3) = 15.92$, $p = .001$, Cramér's $V = 0.23$. Source: Chi_Region_Career sheet.

H2: Gender and following esports. Among male respondents 68.9% followed esports, against 51.1% of female respondents. The association was significant, $\chi^2(1, N = 300) = 8.45$, $p = .004$ (critical value 3.84), with Cramér's $V = 0.17$, a small effect. All expected counts were above 5 (minimum 32.0). H2 is supported.

Table 5. Following esports by gender

Gender	Follows, n (%)	Does not follow, n (%)	Total
Male	146 (68.9%)	66 (31.1%)	212
Female	45 (51.1%)	43 (48.9%)	88
Total	191 (63.7%)	109 (36.3%)	300

$\chi^2(1) = 8.45$, $p = .004$, Cramér's $V = 0.17$. Source: Chi_Gender_Follows sheet.

5.3 One-way ANOVA

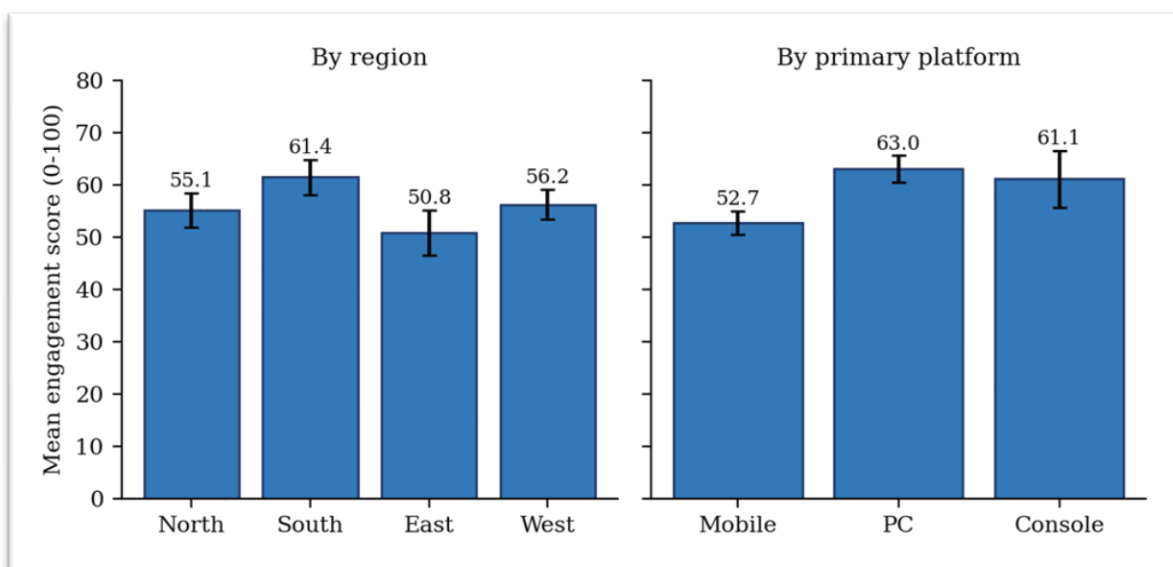


Figure 2. Mean engagement score by region and by primary platform (error bars: 95% CI)

H3: Region. Mean engagement was highest in the South ($M = 61.4$) and lowest in the East ($M = 50.8$), with the North ($M = 55.1$) and West ($M = 56.2$) in between. The ANOVA was significant, $F(3, 296) = 5.57$, $p < .001$, critical $F = 2.64$, $\eta^2 = .053$, a small-to-medium effect. The ratio of largest to smallest group variance was 1.33, which supports the equal-variance assumption. Bonferroni-adjusted comparisons showed the South scoring significantly higher than the North and the East; no other pair differed (Table 7). H3 is supported.

Table 6. ANOVA summary: engagement score by region

Source	SS	df	MS	F	p
Between groups	3679.77	3	1226.59	5.57	< .001
Within groups	65239.37	296	220.40		
Total	68919.14	299			

Table 7. Post-hoc pairwise comparisons by region (Bonferroni-adjusted)

Pair	Mean difference	Critical difference	Significant
North vs South	-6.28	6.06	Yes
North vs East	4.30	7.44	No
North vs West	-1.08	6.09	No
South vs East	10.58	7.32	Yes
South vs West	5.20	5.95	No
East vs West	-5.38	7.35	No

Source: ANOVA_Region sheet. Mean difference is the first group minus the second.

H4: Platform. Engagement differed strongly by platform: PC users averaged $M = 63.0$, console users $M = 61.1$ and mobile users $M = 52.7$. The ANOVA was significant, $F(2, 297) = 16.74$, $p < .001$, $\eta^2 = .101$, a medium effect, with a variance ratio of 1.89. Post-hoc tests showed mobile users scoring significantly lower than both PC and console users, while PC and console users did not differ significantly. H4 is supported. Since most Indian players are on mobile, the pattern hints that depth of engagement per player may be lower on mobile even though its reach is far greater.

Table 8. ANOVA summary: engagement score by primary platform

Source	SS	df	MS	F	p
Between groups	6981.76	2	3490.88	16.74	< .001
Within groups	61937.37	297	208.54		
Total	68919.14	299			

5.4 Multiple linear regression

H5. The model was significant overall, $F(4, 295) = 91.95$, $p < .001$, with $R^2 = .555$ and adjusted $R^2 = .549$. Together, the four predictors account for about 55 per cent of the variance in engagement, a large effect (Cohen, 1988). The standard error of the estimate was 10.2 points. The fitted equation is $\text{Engagement} = 31.75 - 0.465(\text{Age}) + 1.593(\text{Hours}) + 0.140(\text{Mbps}) + 0.0043(\text{Spend})$.

Table 9. Regression of engagement score on predictors

Predictor	B	SE	t	p	Std. β
Intercept	31.7488	4.8818	6.50	< .001	

Predictor	B	SE	t	p	Std. β
Age (years)	-0.4650	0.2045	-2.27	.024	-.089
Weekly gaming hours	1.5930	0.1113	14.31	< .001	.634
Internet speed (Mbps)	0.1403	0.0155	9.06	< .001	.353
Monthly gaming spend (INR)	0.0043	0.0022	1.95	.053	.086

$n = 300$; $R^2 = .555$; adjusted $R^2 = .549$; $F(4, 295) = 91.95$, $p < .001$. Source: Regression sheet.

Weekly gaming hours was the strongest predictor ($B = 1.59$, $\beta = .634$, $p < .001$): for every additional hour spent gaming, there were approximately 1.6 additional engagement points, while holding the other variables constant. Internet speed came second ($B = 0.140$, $\beta = .353$, $p < .001$); an extra 10 Mbps was associated with about 1.4 points. Age had a small negative association ($B = -0.465$, $p = .024$). Spend was positive but close to being statistically insignificant at the 5 per cent level ($B = 0.0043$, $p = .053$); perhaps this is due to the fact that this is also correlated with hours ($r = .48$). Since the other predictors are not correlated with each other highly, there is no serious multicollinearity. H5 supported (except spend).

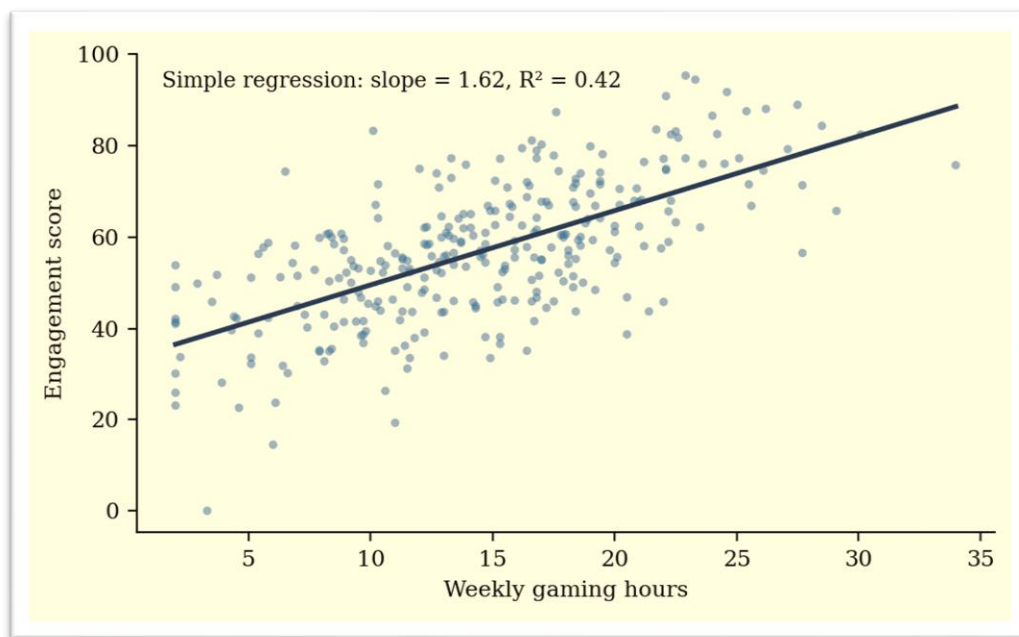


Figure 3. Engagement score against weekly gaming hours with fitted line

5.5 Summary of hypothesis tests

Table 10. Hypotheses, test results and decisions ($\alpha = .05$)

Hypothesis	Test	Statistic	p	Effect size	Decision
H1 Region and career interest	Chi-square	$\chi^2(3) = 15.92$	.001	$V = .230$	Supported
H2 Gender and following	Chi-square	$\chi^2(1) = 8.45$	.004	$V = .168$	Supported
H3 Engagement by region	ANOVA	$F(3,296) = 5.57$	< .001	$\eta^2 = .053$	Supported
H4 Engagement by platform	ANOVA	$F(2,297) = 16.74$	< .001	$\eta^2 = .101$	Supported
H5 Predictors of engagement	Regression	$F(4,295) = 91.95$	< .001	$R^2 = .555$	Supported

All five p -values are below the Bonferroni-adjusted level of .01, so the conclusions do not change after adjusting for five tests.

6. Discussion

It is found that the illustrative results agree with the growth picture found in the secondary evidence. For one, fidelity isn't even. It is region dependent, platform dependent, and gender dependent, so should not be interpreted as showing even participation across the nation. The contrasting views on regional strength in the momentum extend the industry debate on which region has the edge, emphasizing that definitions (revenue, viewership, participation) matter a great deal.

The platform is a sign of a structural characteristic of the Indian market. With its unmatched reach, mobile appears to have lower mean engagement than PC and console in this dataset, despite its mobile-only players. For an organiser this indicates that the major business problem is not expanding the base, but gaining the commitment of a large number of casuals to become participants and viewers.

The regression identifies infrastructure and time as the most actionable correlates related to engagement. The magnitude of the effect of gaming hours is large and nearly definitional (more hours played, more engagement), and is not interpreted as causal. The internet speed effect also is relevant for policy: it would be consistent with the idea that it is the improvement of internet speed in Tier-2 and Tier-3 cities, and in the East, that can broaden competitive participation. Reverse causality cannot be excluded, as these are cross-sectional data, with more active players spending money on faster connections.

Lastly, there is a big but relatively small gender divide in esports participation. Competitive scenes could become more visible and safer for girls, expanding the audience base, an opportunity for brands that rely on sponsorship money.

7. Implications and Recommendations

For organisers and teams. Create transition between informal mobile play and formal competition – open qualifiers, campus leagues, regional circuits – and focus on cities that are developing mobile connections. Monitor engagement that is not in reach such as repeat participation and watch time.

For brands and investors. Avoid relying on a single revenue stream by spreading it over media rights, ticket sales, merchandise and partnerships with publishers. Treat regional and gender audiences as unique audiences.

For educational institutions. Campuses offer leagues and courses that connect involvement to skills that are employable, such as campus esports and courses in event management, broadcasting and game design.

For policymakers. Outline clear guidelines and deadlines in the 2025 vision, provide guidance on player welfare and e-doping, and ensure that infrastructure programmes deliver reliable broadband and 5G connectivity outside the metros. In enforcement, be careful not to overstep the boundary between skilful esports and prohibited online money games.

8. Limitation and future research.

The data collected for the survey in this draft is a fictionalized example for illustration purposes only. Only after real data are replaced by the findings, does the finding turn to facts.

Association may be illustrated by a cross-sectional survey, but not causation (Longitudinal data or Panel data would be better).

Hours, spend and engagement are self-reported and therefore can be subject to recall and social desirability bias, while the engagement index should be validated, such as by Cronbach's alpha and factor analysis.

There are no secondary market figures available for triangulation with audited company data and government figures, improvement is needed.

Gender was classified into two categories for testing and should be represented by more categories and have larger sample sizes in a comprehensive study. The sample is also limited to the age range 18-30 years and does not include younger players.

Future work may also include non-parametric tests, a 2-way ANOVA (region $\times$ platform) analysis of the binary outcomes and a analysis of the impact of the 2025 legal changes on tournament supply.

9. Conclusion

Esports in India exists at the intersection of various factors—its massive mobile-first player base, the increasing interest among sponsors, the institutional support it is gaining, and the legal differentiation between the two types of online games—esports and online money games. Market reports unanimously agree that the market is growing, but not by what degree, nor in absolute terms. The quantitative analysis, which is carried out exclusively using formulas in Excel, illustrates the application of chi-square tests, ANOVA and multiple regression to demonstrate the difference in participation and engagement across regions, genders and platforms and a strong association between participation/engagement and gaming time and internet quality. The same workbook with real survey data provides a repeatable path from data to conclusions and the discussion above can be modified to reflect that.

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Items of the suggested questionnaire are included as Appendix A.

Demographics: Gender, Age (years), Region (North, South, East, West), Primary Gaming Platform (Mobile, PC, Console). Behaviour: Number of hours spent playing games per week; Internet speed at the primary gaming location (Mbps - from a speed test conducted using a speed testing platform); Monthly expenditure on games, items and equipment (INR). Demographic: If respondent follows esports (yes/no) and if the respondent is interested in a career in esports (yes/no). Engagement index (0 to 100): a weighted composite of items that measure viewing frequency, tournament participation, community involvement and spending intent, each measured on a five-point Likert scale and rescaled before use; report reliability (Cronbach's alpha) before use.

Appendix B. Workbook Guide

Paper element	Workbook sheet
Table 1, Figure 1	Market_Data
Table 3	Descriptives
Table 4	Chi_Region_Career
Table 5	Chi_Gender_Follows
Tables 6 and 7, Figure 2 (region)	ANOVA_Region
Table 8, Figure 2 (platform)	ANOVA_Platform
Table 9, Figure 3	Regression
Table 10	Results_Summary